

B2B Study on Clients Perception Towards Vi Microsystems Product and Services

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

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APRIL 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **ILAYA BHARATHI.S 41410126** who carried out the project entitled "**B2B STUDY ON CLIENTS PERCEPTION TOWARDS Vi MICROSYSTEMS PRODUCTS AND SERVICES**" under my supervision from January 2023 to April 2023.

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APRIL 2023

DECLARATION

I **ILAYA BHARATHI S (41410126)** hereby declare that the Project Report entitled “**B2B STUDY ON CLIENTS PERCEPTION TOWARDS VI MICROSYSTEMS PRODUCTS AND SERVICES**” done by me under the guidance of **DR.T.R. KALAI LAKSHMI, M.A., MBA., M.Phil., Ph.D.** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 05/05/2023

PLACE: Chennai



ILAYA BHARATHI S

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ABSTRACT

Product information refers to information broadly related to the product which can have an impact on consumers' perception, cognition, consciousness, emotion, behavior and other activities. At present, many researchers have analyzed the effects of various kinds of product information on consumers and sellers using various types of e-commerce models analyzed the impacts of product attribute information and country of origin on product evaluation and found a product's country of origin to affect product evaluations and encouraged consumers to pay more attention to attribute information. Their results show that inferred product information was only displayed when a consumer exhibited decisive behavior. Service quality is thought to be a major source of competitive advantage within B2B market settings observes that high quality services are an important prerequisite for optimal B2B relationships. Therefore, maintaining quality services should be given top priority in strategic planning

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CHAPTER 1

1.1 INTRODUCTION

Product Development Management Association (PDMA) studies that show similar key success factors but different priorities for new product versus new service development. Firms that have won quality awards generally outperform other firms with respect to both income measures and stock market value. It is no surprise that the links among market orientation, quality practices, and performance have attracted the attention of marketing and operations management researchers alike. Product information refers to information broadly related to the product which can have an impact on consumers' perception, cognition, consciousness, emotion, behavior and other activities.

However, there is relatively little research on how product versus service companies differs with respect to the impact of quality practices on performance. We know little about how these two different types of organizations view what they do, how well they do it, and its consequences. Rather, the growing body of research on products versus services has focused on external customer perceptions of quality and satisfaction rather than organizational knowledge of quality practices.

The goal of this research is to examine three key internal quality practices: employee management, process orientation, and customer orientation and their role in creating customer satisfaction and business results.

We examine the similarity and differences in the effects of these practices across a large sample of product and service organizations. It is very important for quality managers and executives who allocate resources across quality practices in their organizations.

We first examine the differences between products and services and present our framework for linking quality practices to performance. We then provide theoretical arguments and evidence as to how these links differ.

We use a broad-based survey of 482 Swedish companies (product and service firms) to investigate the effects of the quality practices. While our results show that product and service firms are similar in how quality practices support each other, they also support systematic and predictable 2 differences in the effects of these quality practices on customer satisfaction and business performance. At present, many researchers have analyzed the effects of various kinds of product information on consumers and sellers using various types of e-commerce models analyzed the impacts of product attribute information and country of origin on product evaluation and found a product's country of origin to affect product evaluations and encouraged consumers to pay more attention to attribute information.

Improving product and service quality are among the most critical competitive challenges facing U.S. and Canadian companies. The marketing profession has a vital responsibility for understanding the concepts of quality improvement and applying them to marketing processes. The definition and measurement of product and service quality are examined and marketing's quality improvement responsibilities are outlined. A step-by-step process for developing a marketing quality improvement program is presented and illustrated.

While developing a unique new service development model is a possible avenue for further research, another more exciting approach would seem to be a synthesis of new product and service research. In a recent review of service versus manufacturing innovation research² notes that the development of an approach that takes the blurring boundaries between manufacturing and services into account, and overcomes the traditional manufacturing–service dichotomy, is a natural next step. Their results show that inferred product information was only displayed when a consumer exhibited decisive behavior.

According to her such a synthesis “can apply findings from service innovation studies in bringing to the fore aspects of innovation, which have hitherto been neglected in relation to manufacturing innovation, but are in fact widely distributed across the economy.” (p.

553). Such a synthesized model assumes similar underlying mechanisms of innovation but anticipates differences in the importance of its dimensions depending on the manufacturing or service innovation context, and thus would be consistent with e.g., results from the

It is well known that services differ from manufactured goods in a number of significant ways. Services are largely intangible, produced and consumed simultaneously, heterogeneous and perishable. These differences can lead to changes in service management. These and other characteristics appear to be appropriate adaptations to the special features of services. They are part of a pattern that shows some of the ways that service companies have adapted the new product development process to meet unique problems in the service environment.

Service quality is thought to be a major source of competitive advantage within B2B market settings observes that high quality services are an important prerequisite for optimal B2B relationships. Therefore, maintaining quality services should be given top priority in strategic planning

1.2 INDUSTRY PROFILE

Vi Microsystems Pvt. Ltd., established in 1986, with a prime motto to “Design and Develop the Hardware and Software products” is headed by an educationalist and Ex-Scientist from Government of India, with the enormous experience gained in Research & Development.

This organization was established to keep in tune with the developing technologies in the field of Electrical, Electronics, Instrumentation, Mechanical, Chemical etc.,

The Company has its own massive three-story building with a built in area of about 20,000 square feet in Chennai.

The company has an effective work force of about 200 people working in various departments such as Sales, Service, R&D, Production, Quality Control, Finance, Purchase, Project etc.

Each department is well equipped with Engineers and highly qualified Professionals working to achieve the objectives of the organization.

1.3 COMPANY PROFILE

Vi Microsystems Pvt. Ltd., has started with the motivation of "Designing & Manufacturing Technical Education Laboratory Equipment" as indigenous. Offering more than 3000 enriched products in the stream of Computer Science, Electrical, Electronics, Information Technology, Mechanical, Mechatronics, Instrumentation etc.,.

MISSION

Our mission is to be an engaging and effective partner to our customers by providing reliable and engaging solutions in the areas of advanced manufacturing and automation technologies. We shall deliver quality products and services to achieve customer delight in advanced manufacturing technologies by innovating design, manufacturing, marketing and through continuous improvement Awards and Recognition

SALES & SERVICES

A team of experienced engineers offers services & after sales supports to our Educational Customers, at an affordable cost. Our service engineers are stationed at various sales & service offices located throughout India, to offer the best & quick service & support

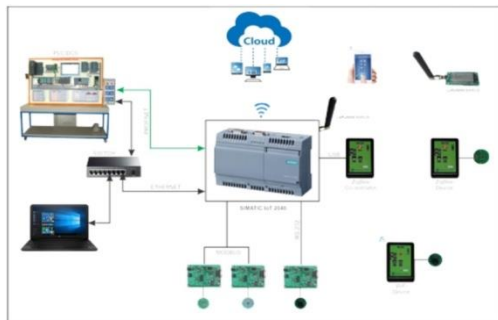
RESEARCH AND DEVELOPMENT

The R&D Department recognized by Department of Scientific & Industrial Research, Government of India. The Challenging Technologies are handling by the R&D Department to produce the new products.

Vi Microsystems Pvt. Ltd., progressing in technological field since last three decades by young professionals. We have approved by Siemens as an Educational Partner to their PLM software and other products.

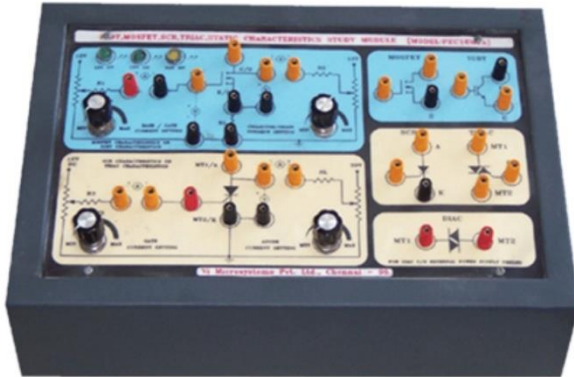
1.4 PRODUCT PROFILE

Internet of Things



- IoT Development System
- IoT Gateways
- Siemens IoT 2020 Gateway
- Siemens IoT 2040 Gateway Based IoT Development System
- IoT Based Real Time Applications

Power Electronics Trainers



- ⦿ SCR Characteristics Trainer
- ⦿ SCR VI Characteristics Study Trainer
- ⦿ Single Phase Bridge Firing Circuit
- ⦿ Single Phase Cyclo Converter
- ⦿ Three Phase Cyclo Converter

Microprocessor & Controller



- ⦿ 8085 Microprocessor Trainer Kit
- ⦿ 8085 Microprocessor LC LCD Trainer
- ⦿ 8086 Microprocessor Trainer Kit
- ⦿ 89C51 Microcontroller Trainer
- ⦿ MCS Family Microcontroller Trainer

PLC Application Modules



- ⦿ PLC-SIE2 with Demo Panel Training Kit
- ⦿ PLC-Logo 6 Pack with Demo Panel Trainer Kit
- ⦿ Bottle Filling Module
- ⦿ PLC Based Variable Frequency Drive Module
- ⦿ Distributed Control System

Power System Trainers



- ⦿ DC Network Analyzer
- ⦿ Three Phase Transmission Line Fault Analysis Trainer
- ⦿ Microcontroller Based Distance Impedance Relay Trainer
- ⦿ Microcontroller Based Differential Relay
- ⦿ Electro Mechanical Type Over Voltage Relay Study Trainer

1.5 SCOPE OF STUDY

- ⦿ To analyze the current product and service offerings of Vi Microsystems and identify areas for improvement.
- ⦿ To investigate customer satisfaction with Vi Microsystems' products and services and identify opportunities to enhance customer experience
- ⦿ To assess the competitiveness of Vi Microsystems' products and services in the market and identify ways to increase market share.
- ⦿ To evaluate the effectiveness of Vi Microsystems' product development and innovation processes and identify opportunities for improvement.
- ⦿ To explore the potential for Vi Microsystems to expand its product and service offerings and enter new markets
- ⦿ To examine the impact of Vi Microsystems' product and service activities on the company's financial performance and identify areas for improvement
- ⦿ To identify best practices in product and service activities in the industry and make recommendations for Vi Microsystems to adopt.
- ⦿ To determine the role of customer feedback in shaping Vi Microsystems' product and service strategies and identify ways to improve the feedback process.

1.6 NEED FOR STUDY

- ⦿ The product and services offered by VI Microsystems can help in understanding the current market trends and demand.
- ⦿ This can help in improving the quality of their offerings and attracting new customers.
- ⦿ It can be lead to the development of better quality products and services,resulting in increased customer satisfaction and loyalty.
- ⦿ The opportunities to identify the cost reduction and increasing profitability.
- ⦿ It can develop new and innovative products and services that meet the envolving needs of customer.

1.7 LIMITATIONS OF THE STUDY

- ⦿ The Target population the finding of the study may not be generalized or applicable to the wider population.
- ⦿ The study may have been conducted within a limited time frame.
- ⦿ The findings of the study may only be applicable to the specific product or services studied and may not be generalized to other products and services in the same or different industries.

1.8 OBJECTIVES OF THE STUDY

Primary Objective

- ⦿ A study on products and services activities on VI Microsystems

Secondary Objective

- ⦿ To study whether the company product/services is fulfill the customer satisfaction
- ⦿ To study whether the price of the product is affects the customer purchase decision making
- ⦿ To study whether the product performance is indirectly helps to improve their services
- ⦿ To study whether the promotional activities is increase their sale of the product.

CHAPTER 2

REVIEW OF LITERATURE

Customer satisfaction mediates the impact of service quality on loyalty (Karapete, 2011). Customers of retail banks with favorable perceptions of service quality had higher satisfaction. This study investigated customer satisfaction as a mediator of the effects on loyalty of service environment, interaction quality, empathy, and reliability. The results suggest that all service quality dimensions have significant positive impacts on customer satisfaction. Interaction quality is the most important determinant of customer satisfaction, followed by service environment, reliability, and empathy

According to Kaura (2013), dimensions of service quality are employee behavior, tangibility and information technology. Dimensions of service convenience are decision convenience, access convenience, transaction convenience, benefit convenience and post benefit convenience.

The findings of Činjurevič, Tatič, and Avdič (2010) confirm the mediating role of satisfaction on the relationship among service quality dimensions and customer loyalty and therefore reconfirm the significance of customer satisfaction in the service setting.

Kašparovská (2006) states that emotions play a significant role in forming a bank's relationship with the customer. These feelings are formed in the course of the bank's communication with the client and do not arise based on rational considerations of this customer, and are persistent and show a positive dependence on the length on the relationship with the customer (the stronger and more positive those feelings, the more lasting the relationship with this customer

Bank customers' satisfaction, customers' loyalty and additional purchases of banking products and services. According to De Matos, Henrique, and De Rosa

(2013) satisfaction is a relevant predictor of loyalty. More satisfied customers tend to be more loyal and more likely to recommend the bank to other consumers.

According to Weenas (2013), product quality can affect customer satisfaction based on product consistency free from damage. The quality of these products is usually controlled by quality management. Quality management is all management activities and functions that determine quality policies, objectives, and responsibilities and implement them through quality management tools

Parasuraman, Zeithaml support this, and Berry (1990) that there is a gap Naini et al., Journal of Consumer Sciences (2022), 7(1), 34-50 DOI: between customer expectations and management perceptions, the gap between customer management perceptions and service quality specifications, the gap between service specification quality and service delivery, the gap between service delivery and external communication, the gap between expected service and expected service.

According to Subagyo (2010), five indicators can be determined to determine the scope of service quality. First, tangibles are material things that describe the physical form and services received by customers, and companies need to give a positive impression on the quality of services provided. Second, reliability is the ability to provide the promised service reliably and accurately. Third, responsiveness is an awareness or desire to help customers and provide services quickly, and this dimension underscores the accuracy in responding to customer requests. Fourth, safety is courtesy, knowledge, and the ability to create trust, including employee knowledge and employee behavior towards customers. Fifth, empathy is a personal concern and concern for customers, which is shown to customers through special services

According to Lupiyoadi (2001), five factors can affect customer satisfaction: product quality, price, service quality, emotionality, cost, and ease of getting the product. Price conformity with the expected product or service quality, while service quality is based on systems, technology, and people. In addition, based on lifestyles

such as cars, clothes, and others, emotional factors can cause a sense of pride when wearing these products. Finally, cost and ease of obtaining products, costs, and products are relatively easy to obtain.

According to Terpstra and Verbeeten (2014), satisfied customers tend to be loyal and willing to purchase more of a firm's services at higher prices. Current customer satisfaction levels' positive effects manifest themselves as acquisitions of additional products or services after one year rather than within one year. These authors also ascertained that customer satisfaction is positively associated with future customer revenues and customer value, especially in higher customer profitability segments (i.e. customer satisfaction is a value driver). This finding confirms marketing wisdom that increasing profitable clients' customer satisfaction increases the company value

The study by Lam, Shankar and Murthy (2004), who report that while customer satisfaction totally affects his or her recommendations to other people, it only affects partially the tendency to purchase services once again. When deciding to re-purchase services the perception of the value of these services enters into the decision making process. Therefore, within a given, in order to increase customer satisfaction the service provider can devote its efforts to increasing the value perceived by the customer. The provider may also pay attention to other values which may affect customer satisfaction, such as a fair and equal approach to the clients. If a company wants to attract new customers, it should focus primarily on customer satisfaction, as this will significantly affect customer recommendations to friends. Conversely, if a company wants to keep a customer, then in addition to customer satisfaction it must monitor this customer's perception of the value of the services

Christopher J. Easingwood has investigated how new products development practices in service organizations may reflect these differences. He has profiled practices found in a sample of service companies in the United Kingdom on topics ranging from idea generation to post-launch assessment, together with the strategic role

and organizational location of new products. A number of special characteristics of the new product activity in services companies are identified. For instance, the number of new product introductions may be restricted due to customer and staff confusion when faced with a proliferation of service products. Test markets are used primarily to ensure the proper functioning of the service rather than to provide a base for a national sales projection.

Statistical Process Control (SPC – see, for example, Yu et al., 2005; Motorcu & Güllü 2006; Gijo 2005). Manufacturing capability research can be considered in two categories: strategy level and operations level. Strategy level manufacturing capability research is concerned with issues such as production capacity and organisational strategy. Operations level manufacturing capability research addresses capability at the machine level, and often refers to SPC.

(e.g. Yongtao & Jingying 2006; Aziz & Chassapis 2005).

The manufacturing case study in this research is aimed at operations level capability, and in particular, machining capability. In machining capability research, feedback to design is not well addressed. Manufacturing process planning research is largely focused on the development of automated solutions.

(Culler & Burd 2007) Manufacturing process planning is also relevant, as a key consideration in product development. For a description of computer aided process planning, see. There is some conflict in applying process planning systems at the conceptual stage of design, due to the high level of detail required for CAPP and the lack of standard frameworks for manual process planning to support the reuse of manufacturing methods. Our research indicates that industry practice in machining process planning still relies on manual processes. As such, we are advocating a lightweight knowledge management method that provides knowledge of best practices with minimal implementation and maintenance effort.

According to this authors Masri et al, 2004; Yao & Warren, 2005), Dunsdon et al, 2008, (Lee et al, 2006) says, Service is a core element of PSS design. There are few formal approaches to service knowledge capture and reuse available in the literature, indicating that it is a developing area. Current developments in service and maintenance literature are tending towards intelligent monitoring: prognostics and health management, which combines monitoring) with computational methods and algorithmic analysis in an integrated framework to optimise maintenance intervention.

Baines et al (2008) discuss the state of the art in PSS, stating that a PSS is “**an integrated product and service offering that delivers value in use**”. They suggest that a successful PSS needs to be designed from a client perspective, at the system level. They also suggest that organizational structures of PSS providers must change in order to support PSS delivery. They conclude that there is currently limited guidance for PSS design and delivery.

Evans et al. (2007) found that the producer must play a key role in Product-Service System design, whilst also working closely with other supply chain members. This is due to the producer having intimate knowledge of design and of high volume manufacturing. They investigated 10 companies in the food industry

Authors: Fabio Cassia, Nicola Cobelli, Marta Ugolini Journal: Journal of Business & Industrial Marketing Both goods-related and service-related B2B brand images have positive effects on loyalty. However, while the effects of goods-related image on loyalty are fully mediated by satisfaction, service-related image has both direct and mediated effects on loyalty.

Chumpitaz, R. and Paparoidamis, N.G. (2004), “**Service quality and marketing performance in business-to-business markets: exploring the mediating role of client satisfaction**”, *Managing Service Quality: An International Journal*, **Vol. 14 No. 2/3, pp. 235-248**. In B2B markets, the principal differences among end-consumers arise from the decision-making unit evaluating the product or service. When considering the satisfaction of an industrial client, it is necessary to evaluate the satisfaction of the different constituents of the buying centre who are in contact with the industrial suppliers.

Lusch, Vargo, and Malter, (2006)R McColl, Y Truong, A La Rocca - Industrial Marketing Management, 2019 - Elsevier In a b2b context, the elements of a guarantee and the compensation need to reflect an understanding of broader consequences of longer standing supplier-customer relationships which go beyond the actual cost (price) of the service.

(Fabien, 2005; McColl & Mattsson, 2011). T Čater, B Čater - Industrial Marketing Management, 2010 – Elsevier This study contributes to the relationship marketing literature by providing insights into how product quality and different relationship quality components influence four components of commitment along with their combined influence on customers' attitudinal and behavioral loyalty.

(Keränen et al., 2012; Leek and Christodoulides, 2011; Seyedghorban et al., 2016).The growing body of research on business-to-business (B2B) branding has extensively demonstrated the benefits that industrial firms may gain from strong brands In particular, several studies have suggested and documented that B2B brand image has positive effects on customer loyalty.

According to the authors says this review provides an insight into the emerging themes by developing a collaborative conceptual framework. The review highlights that few areas such as digital marketing communication and sales management have witnessed steady development while decision support systems, critical success factors, electronic marketing orientation (EMO), etc., were lesser explored.

(Iankova, Davies, ArcherBrown, Marder, & Yau, 2019; Ogilvie, Agnihotri, Rapp, & Trainor, 2018; Siamagka, Christodoulides, Michaelidou, & Valvi, 2015),(Kaplan, 2012; Kaplan & Haenlein, 2010)While social media are extensively explored in business-to-consumer (B2C) sectors, corresponding research within the business-to-business (B2B) context remains relatively sparse On one hand, B2C social media marketing focuses on the interactions of organizations with consumers and consumers' interactions with each other

According to the authors says Little research has investigated stakeholders' perspectives, particularly when the management of innovative customized solutions is involved. When firms are engaging more and more in complex projects, to create a competitive advantage, academic research should focus on stakeholder interactions and the detailed processes they use, to reinforce stakeholder engagement and to co-create value. Hence, this call for paper was an invitation for scholars to submit papers to study CoPS from a relationship management perspective.

(Lilien, 2016).In recent years, business-to-business (B2B) marketers have adopted and experimented with a wide range of advertising and marketing communications tools in an effort to meet the challenges of ambitious growth objectives and the mounting pressure to reach performance goals

Bolton et al. (2008) The relationship in the B2B sector depends on both service delivery and service encounter. suggested that superior account management and service delivery (through people and technology) are necessary if a marketer intends to grow its relationships with customers by means of service contract upgrades.

The Study of this authors says toward this goal, we present here a structured systematic literature review. This study systematically reviews 269 articles published until 2015 in the PSS field. About 10% of the publications reviewed describe empirical studies that identify PSS-customer requirements. After analyzing the content of these articles, we identify 37 requirements clustered around three criteria: (i) type of PSS, (ii) type of business transaction, and (iii) customer requirements that relate to product, service, or general aspects of PSS. The empirical studies investigated in this literature review focused on the business-to-business context. This study support PSS provider meet customer requirements

(Namasivayam and Hinkin, 2003).The results provide a comprehensive review of B2B loyalty area by identifying its foundations, influential works and intellectual communication linkage between these works. Notably, the analysis reveals most cited studies, key authors, important keywords, intellectual turning points and emerging trends of research in the discipline.As a result of this body of research, the importance of customers' perceptions of service encounters is increasingly recognized

(Wirtz and Lovelock 2016)Technology has not only changed retailing in the last two decades, but also created new channels of doing business. Specifically, in services marketing where economic activities are performed by one party to another, the online channel has played a critical role in creating, offering and capturing value; for example, Booking.com in travel, Netflix in movie, and Amazon in the publication industries

CHAPTER:3

RESEARCH METHODOLOGY

3.1. Research Methodology:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology is framed for the purpose of finding how the products and services activities improves the customer satisfaction and how their meet the customer needs .A Comprehensive Study

3.2. Research Design:

“A Research design is simply the frame work or plan for a study is used to guide in collecting and analyzing the data. It is a blue print that is followed in completing a study”.

3.3. Sampling Technique:

Convenience sampling method A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4. Source of Data:

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 110 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.5. Structure Of Questionnaire:

Questionnaire was divided into two sections. First part was designed to know the general information about employees and the second part contained employee satisfaction level of linkup Textile Industry.

3.6. Sample Size:

The collected data from 150 respondents is being used for research.

3.7. Period of Study:

The period of study is January 2023 through February 2023.

3.8. Targeted People of Study:

For research, the target people for my study is the Engineering colleges

3.09 TOOLS FOR ANALYSIS:

3.09.1. Percentage analysis:

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories

3.09.2. Hypothesis Analytical Tools :

Regression: It is a statistical method used to model the relationship between a dependent variable and one or more independent variable. The objective of regression analysis is to estimate the strength and direction of the relationship between the variable and to predict the value of the dependent variable based on the values of the independent variables. The most common type of regression analysis is linear regression, which assumes that the relationship between the variables is linear

Chi- square: The chi square test is the most important and most used methods in statistical test the purpose of chi-square test knows the difference between an observed frequency and expected frequency. This test sometimes is also used to test the difference between the two or more observed data

CHAPTER 4

DATA ANALYSIS AND INTERPERTATION

4.1 PERCENTAGE ANALYSIS

Table: 4.1.1: Department of respondents

Department	No of respondents	percentage
E.E.E	29	26%
E.I.E	22	20%
E.C.E	26	23.6%
M.E	18	16.4%
I.C.E	15	13.6%
Total	110	100%

Source: Primary Data

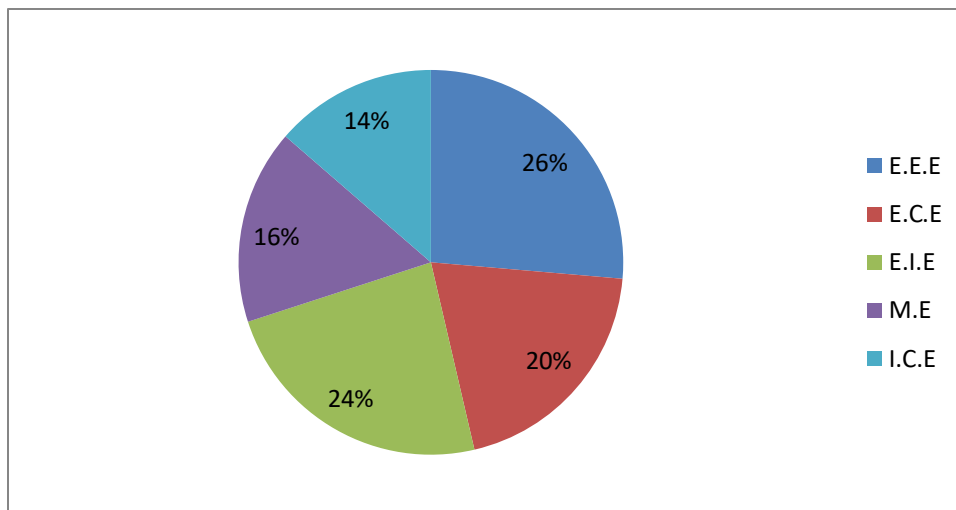


Chart No: 4.1.1: Department of respondents

Interpretation:

- ⦿ From the above table, It is interpreted that the number of respondents from is voted for
- ⦿ E.E.E (26.4%)
- ⦿ E.I.E (20%)
- ⦿ E.C.E (23.6%)
- ⦿ M.E (16.4%)
- ⦿ I.C.E (13.6%)

Inference:

- ⦿ The majority of the respondents are from E.E.E department (26.4%)

Table 4.1.2: Respondents most purchasing product

What kind of products do you mostly purchase	No of respondents	Percentage
Internet of things	44	40%
Microprocessor & controller	18	16.4%
Power electronics trainers	34	31%
PLC application modules	6	5.4%
Power systems trainers	8	7.2%
Total	110	100%

Source : Primary Data

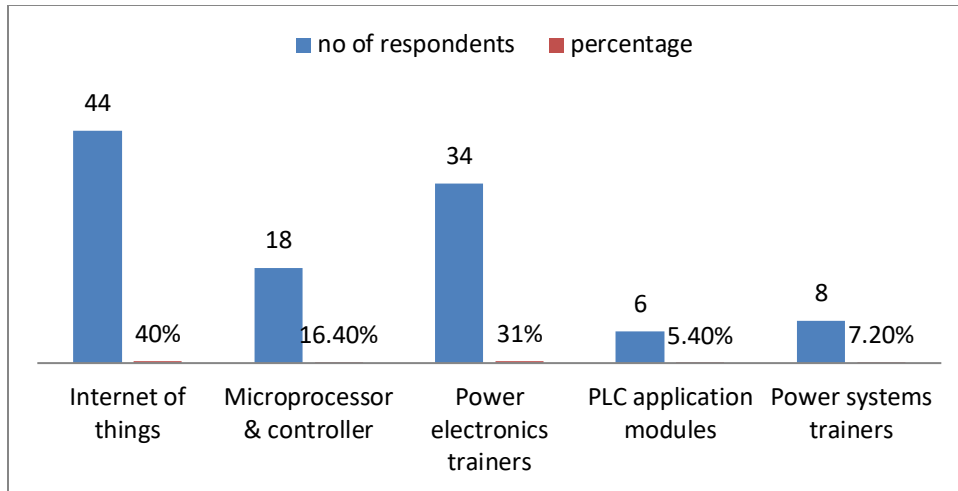


Chart No:4.1.2 Respondents most purchasing product

Interpretation:

- ⦿ From the above table, It is interpreted that the number of respondents is voted for:-
- ⦿ Internet of things(40%)
- ⦿ Microprocessor & Controller(16.4%)
- ⦿ Power electronics trainers(31%)
- ⦿ PLC applications modules(5.4%)
- ⦿ Power systems trainers(7.2%)

Inference:

- ⦿ From the above data the majority of the respondents mostly purchasing product is internet of things (40%)

Table 4.1.3: Respondents perception towards product

SA-Strongly Agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly Disagree

Factors	S.A	%	A	%	N	%
Do you agree that the product is easily accessible	79	71.8%	28	25.3%	3	2.7%
Do you agree that previous time to this time the product is well improved	45	40.9%	62	56.4%	3	2.7%
Do you agree that the product quality is satisfy for you	52	48.2%	55	50.0%	2	1.8%
Do you agree that the product performance is satisfy for you	50	45.4%	58	52.8%	2	1.8%

Source Data: Primary Data.

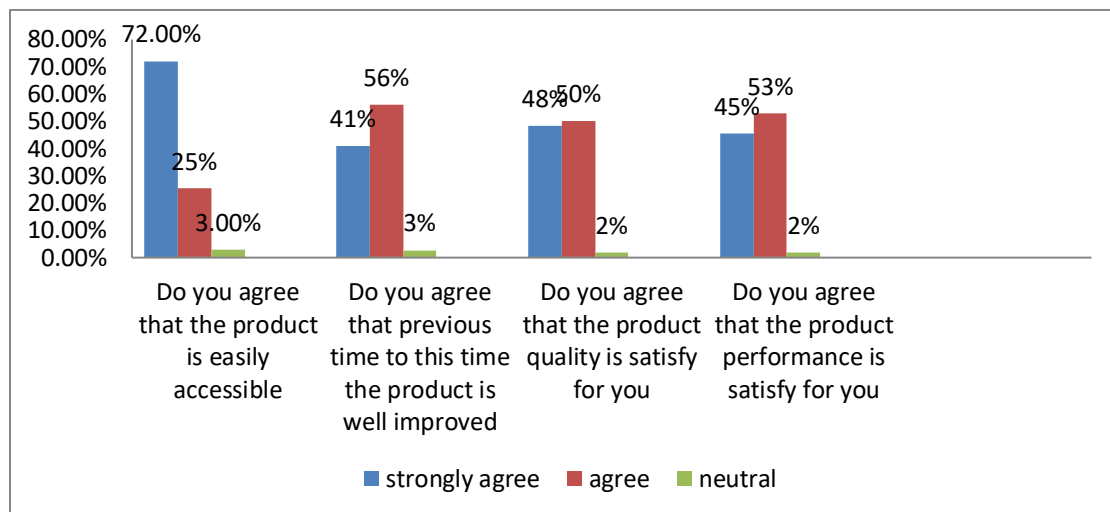


Chart No:4.1.3: Respondents perception towards product

Interpretation:

- ⊙ Nearly 72% of the respondents are strongly agree that the product is easily accessible and 25% of the respondents are all agree and (3%)respondents are neutral
- ⊙ 56% of the respondents are agree that the product is well improved than previous time to this time and 41% of the respondents are strongly agree and and (3%)respondents are neutral
- ⊙ 50% of the respondents are agree that the product quality is satisfy for them and 48% of respondents are strongly agree and (2%)respondents are neutral
- ⊙ 53% of the respondents are agree that the product performance is satisfy for them and 45% of the respondents are strongly agree that and (2%)respondents are neutral

Inference:

- ⊙ (72) of the respondents are strongly agree that the product is easily accessible
- ⊙ And (56%) of the respondents are agree that the product is well improved than the previous time
- ⊙ (50%) of the respondents are agree that product quality is very satisfy for them
- ⊙ (53%) of the respondents are agree that the product performance is satisfy

Table 4.1.4: Respondents Satisfaction towards Warranty period for the product

The company provides a warranty period for the product is it really satisfy for you	No of respondents	Percentage
Highly satisfied	34	30.9%
Satisfied	65	59.1%
Neutral	11	10%
Total	110	100%

Source: Primary Data

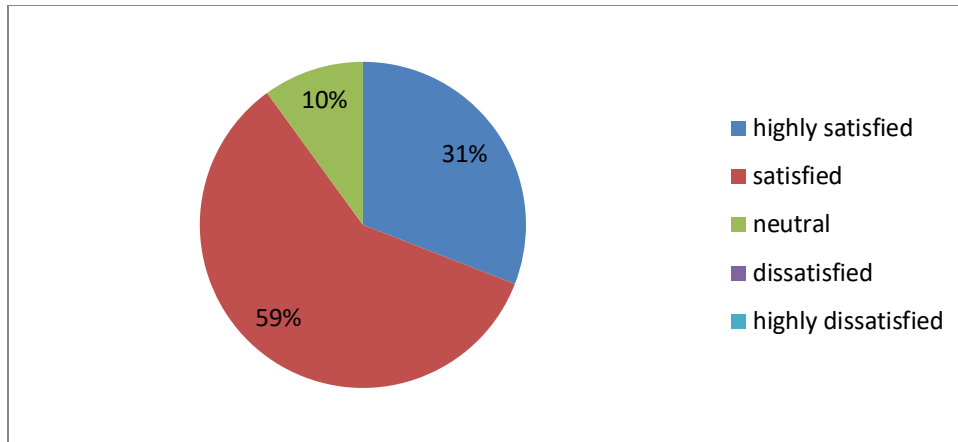


Chart No: 4.1.4: Respondents Satisfaction towards Warranty period for the product

Interpretation:

- ⦿ Nearly (59.1%) of the respondents are just Satisfied that the warranty period for the product is satisfy for them
- ⦿ (30.9%) of the respondents are Highly Satisfied for the warranty periods for the product is really satisfy for them
- ⦿ Then (10.%) of the respondents are voted Neutral for the warranty period for the product

Inference:

- ⦿ In majority (59.1%) of the respondents are just satisfied for the warranty period for the product

Table 4.1.5: Respondents perception towards pricing

Factors	S.A	(%)	A	(%)	N	(%)	D.A	(%)	S.D A	(%)
Price of the product is affect your purchase decision	2	1.8%	1	1%	26	23.5 %	80	72.7 %	1	1%
The company provides discounts and offers to satisfy you needs	32	29 %	75	68%	1	1%	1	1%	1	1%
Do you think that the product is value for money	64	58%	43	39%	1	1%	1	1%	1	1%
Does the price affects the product performance	1	1%	1	1%	19	17.3 %	72	65.4 %	17	15.3%

Source: Primary Data

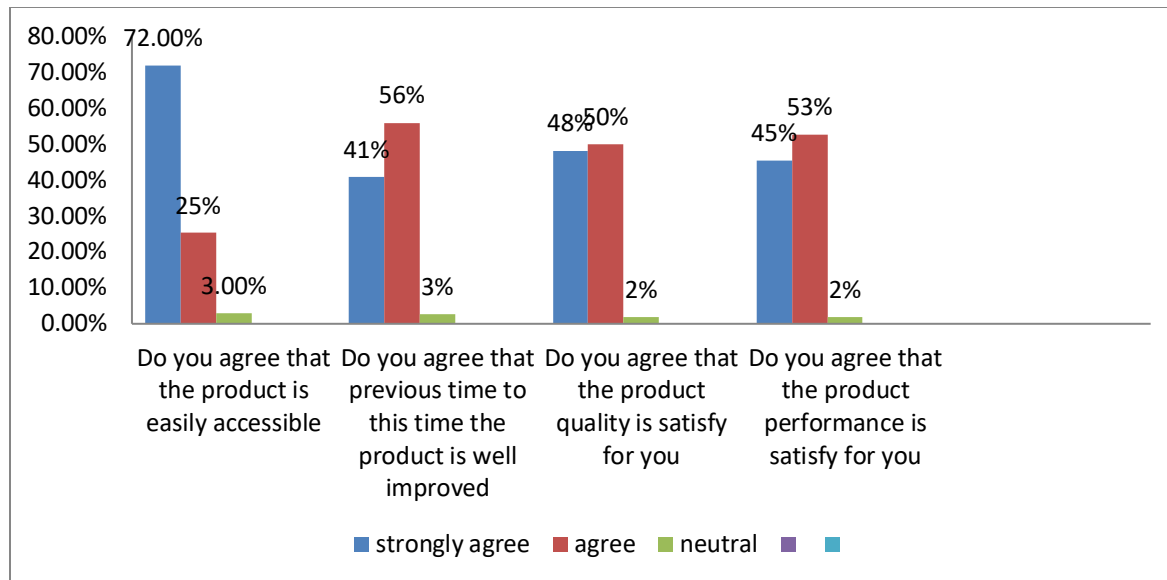


Chart No:4.1.5: Respondents perception towards pricing

Interpretation:

- ⦿ (72.70%) of the respondents are Disagree that the price of the product is affects their purchase decision and (23.50%) of the respondents are voted for neutral and (1.0%)are strongly disagree, agree and(1.80%) respondents are strongly agree
- ⦿ (68.0%) of the respondents are agree that the company provides various discount and offers for them and (29.0%) of the respondents are strongly agree and(1%)are neutral, disagree, strongly disagree
- ⦿ (58%) of the respondents are strongly agree that the product is value for money and (39%) of the respondents are agree that the product is value for money and(1%)are neutral, disagree, strongly disagree
- ⦿ (15.30%) of the respondents are voted for neutral and (17.30%) Strongly disagree does the product price is affects the performance of the product and (65.40%) of the respondents are disagree and (1%) respondents are strongly agree, agree.

Inference:

- ⊙ (72.7%) of the respondents are Disagree that the price of the product is affects their purchase decision
- ⊙ (68%) of the respondents are agree that the company provides various discount and offers for them
- ⊙ (58%) of the respondents are strongly agree that the product is value for money
- ⊙ (65.4%) of the respondents are disagree that the product price is affects the performance of the product

Table 4.1.6: Respondents perception towards services

	SA	%	A	%	N	%
Did the service person maintain proper attitude	97	88.0%	11	11.0%	1	1%
Company deliver the products on time	19	17.2%	89	81.0%	2	1.8%
The company provides better customer support	43	39.1%	65	59.1%	2	1.8%

Source: Primary Data

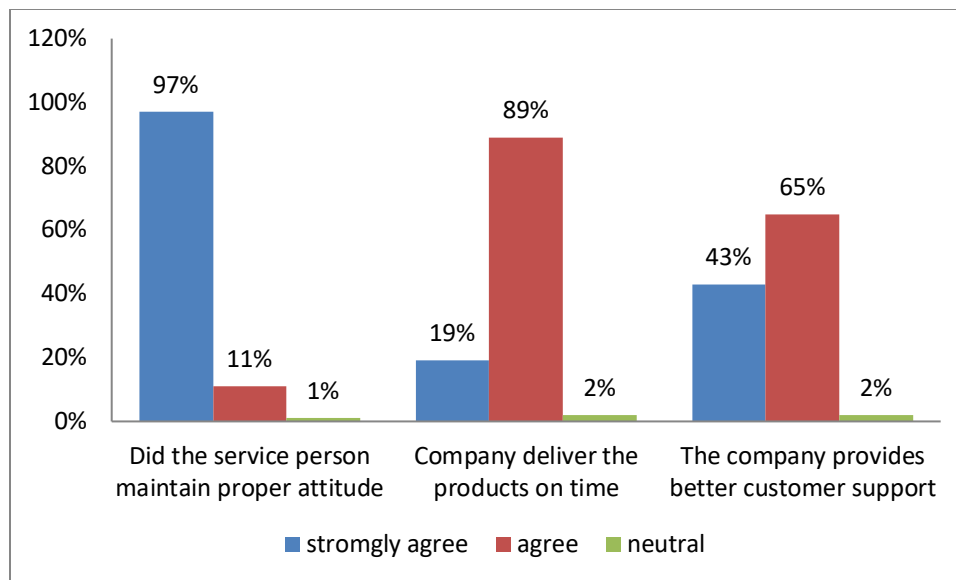


Chart No:4.1.6: Respondents perception towards services

Interpretation:

- ⊙ (88.0%) of the respondents are strongly agree that the sales person maintain a proper attitude and (11%) of the respondents are also agree and (1%) of the respondents are neutral
- ⊙ (81.0%) of the respondents are agree that the company deliver the product on time and (17.2%) of the respondents are strongly agree and (1.8%) are voted as neutral
- ⊙ (59.1%) of the respondents are agree that the company provides a good customer support and (39.1%) of the respondents are strongly agree for that and (1.8%) are voted for neutral

Inference:

- ⊙ (88.0%) of the respondents are strongly agree that the sales person maintain a proper attitude
- ⊙ (81.0%) of the respondents are agree that the company deliver the product on time
- ⊙ (59.1%) of the respondents are agree that the company provides a good customer support

Table 4.1.7: Respondents perception towards product packaging

Which scale will you rate their packing the product	No of respondents	percentage
3	22	20%
4	80	72.7%
5	8	7.3%
Total	110	100%

Source: Primary Data

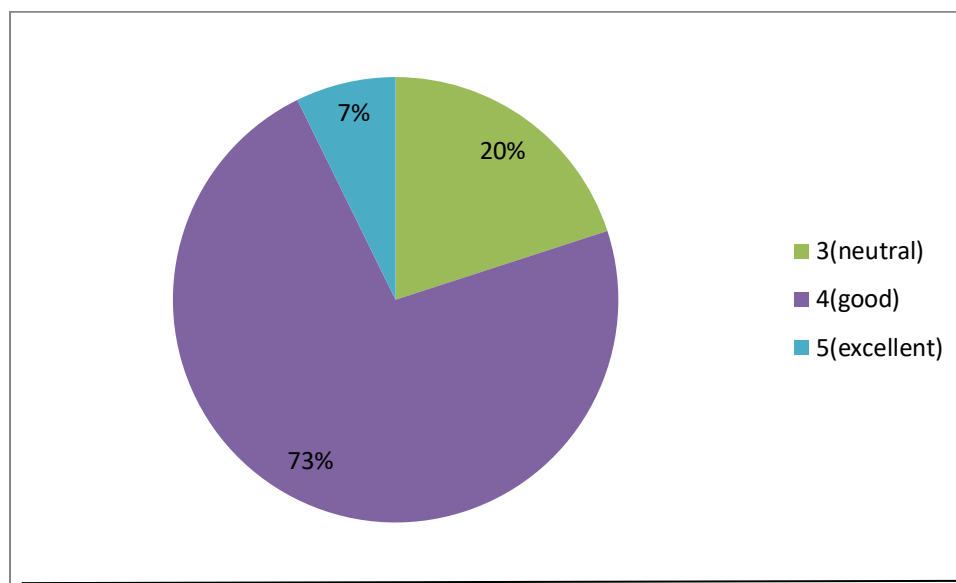


Chart No:4.1.7: Respondents perception towards product packaging

Interpretation:

- ☉ Nearly (72.7%) of respondents are voted for 4th Scale rating for the product packing
- ☉ Then (20%) of respondents are voted for 3rd scale rating for the product packing
- ☉ And finally(7.3%) of respondents are voted for 5th scale rating for the product packing

Inference:

- ☉ Nearly (73%) of respondents are voted for 4th Scale rating for the product packing

Table 4.1.8: No of respondents are rating for their services

Which scale will you rate their services	No of respondents	percentage
3	38	34.50%
4	51	46.40%
5	21	19.10%
Total	110	100%

Source: Primary Data

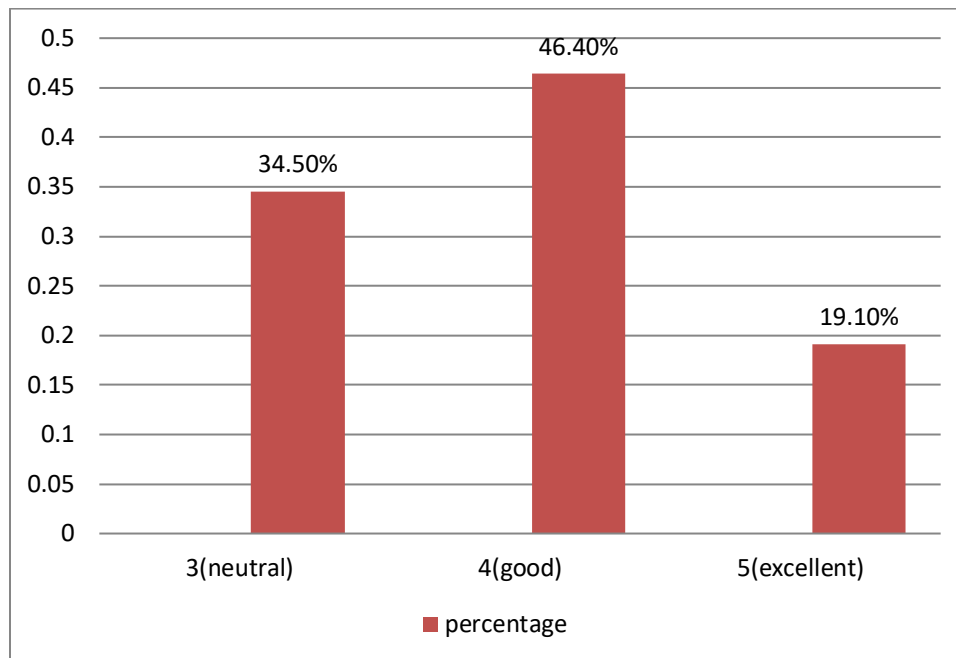


Chart No:4.1.8: No of respondents are rating for their services

Interpretation:

- ⦿ Nearly (46.4%) of the respondents are voted for their services at 4th scale rating
- ⦿ Then (34.5%) of the respondents are voted for their services at 3rd scale rating
- ⦿ Finally(19.1%) of the respondents are voted for the services at 5th scale rating

Inference:

- ⦿ Nearly (46.4%) of the respondents are voted for their services at 4th scale rating

Table 4.1.9: No of respondents are know the way of our product and services

How do you know about our products	No of respondents	percentage
Mail	32	29.1%
Internet	32	29.1%
Direct visit from company	33	30%
Advertisement	12	10.9%
newspapers	1	0.9%
Total	110	100%

Source: Primary Data

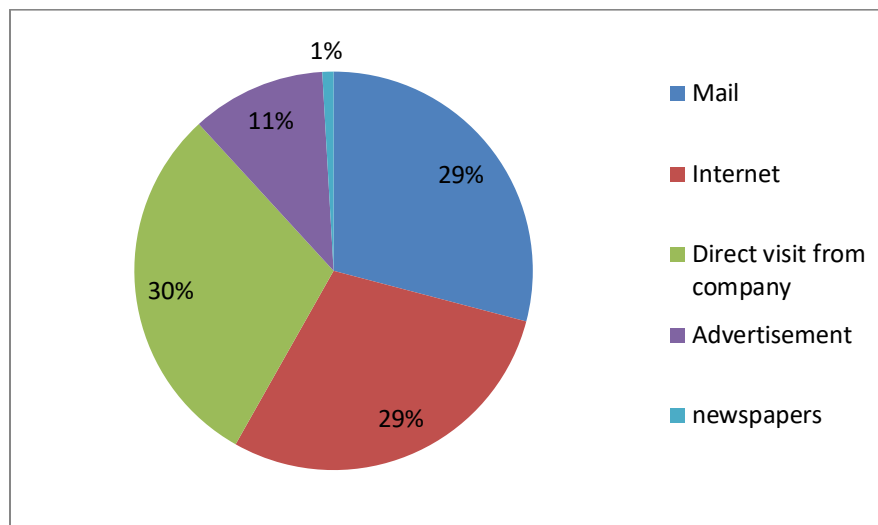


Chart No:4.1.9: No of respondents are know the way of our product and services

Inference:

- ☉ Nearly (30%) of the respondents are known their product and services by Direct visit from the company
- ☉ (0.9%) less than 1% of the respondents are known their product and services by newspapers

Table 4.1.10: Respondents perception towards promotional activities

Factors	S.A	%	A	%	N	%
Their Promotional Activities communicates the benefits of the product	104	94.5%	4	3.7%	2	1.8%
Their Promotional Activities influence you to buy more out of the product	72	65.4%	28	25.4%	10	8.2%

Source: Primary Data

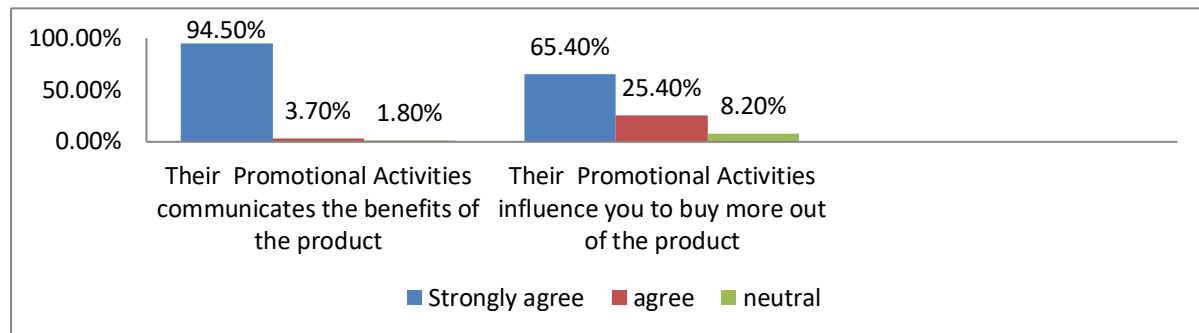


Chart No:4.1.10 : Respondents perception towards promotional activities

Interpretation:

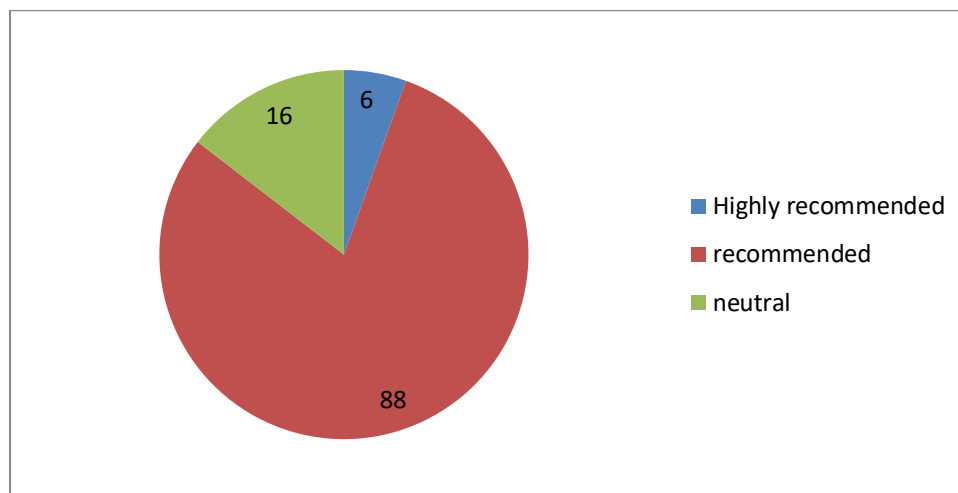
- ⦿ Nearly (94.50%) of the respondents are strongly agree that their promotional activities communicates the benefits of our products and (3.70%) are agree that and(1.8%)are voted as neutral
- ⦿ (65.40%) of the respondents are strongly agree that the promotional activities is influence them to buy more and (25.40%) of the respondents are Agree that and (9.10%) of the respondents are neutral

Inference:

- ☉ Nearly (94.50%) of the respondents are strongly agree that their promotional activities communicates the benefits of our products
- ☉ (65.40%) of the respondents are strongly agree that the promotional activities is influence them to buy more

Table 4.1.11: No of respondents are voted for the recommendation of the product

Do you recommend our products to others	No of respondents	Percentage
Highly recommended	6	5.5%
recommended	88	80%
neutral	16	14.5%
Total	110	100%

Source: Primary Data**Chart No 4.1.11 : No of respondents are voted for the recommendation of the product**

Interpretation:

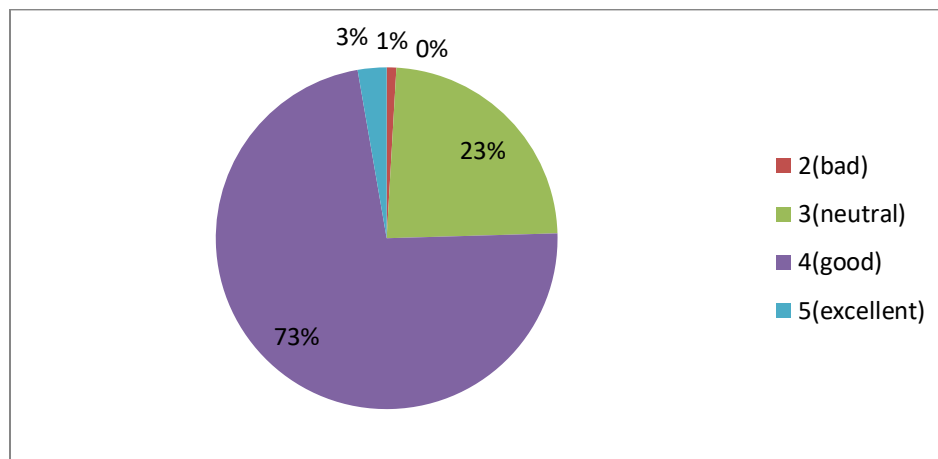
- ⦿ 88%) of the respondents are voted that their will recommend the products for others
- ⦿ (16%) of the respondents are voted neutral whether their recommend to other are may not
- ⦿ (6%) of the of the respondents are voted that their will Strongly recommend the products for others

Inference:

- ⦿ (80%) of the respondents are voted that their will recommend the products for others

Table 4.1.12 Respondents overall rating for their promotional activities

In which scale will you rate our promotional activities	No of respondents	Percentage
2	1	0.9%
3	26	23.6%
4	80	72.7%
5	3	2.7%
Total	110	100%

Source: Primary Data**Chart No:4.1.12 : Respondents overall rating for their promotional activities**

Interpretation:

- ⊙ Nearly (72.7%) of the respondents are voted 4th scale rating for their promotional activities
- ⊙ (23.6%) of the respondents are voted 3rd scale rating for their promotional activities
- ⊙ (2.7%) of the respondents are voted 5th scale rating for their promotional activity

Inference:

- ⊙ Nearly (72.7%) of the respondents are voted 4th scale rating for their promotional activities

4.2 Regression analysis:

Variables Entered/Removed a			
Model	Variables Entered	Variables Removed	Method
1.	Product b	.	Enter

a. Dependent Variable: sales

b. All requested Variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	.073a	.005	-.004	.23384

a. Predictors: (Constant), product

ANOVA a						
Model		Sum of Squares	df	Mean Square	F	Sig
1.	Regression	.031	1	.031	.572	.451 b
	Residual	5.906	108	.055		
	Total	5.937	109			

a. Dependent Variable: sales

b. Predictors: (Constant), product

Coefficients a						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
1.	(Constant)	4.235	.381		11.114	<.001
	Sales	.083	.110	.073	.756	.451

a. Dependent Variable: product

Inference:

Since the p value is(.451) we interpret that there is no significant difference between the two variables. We accept the Null hypothesis(H0)

4.2.1 Regression:

Variables Entered/Removed a			
Model	Variables Entered	Variables Removed	Method
1.	Product b	.	Enter

a. Dependent Variable: services

b. All requested Variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1.	.170 a	.029	.020	.22687

a. Predictors:(Constant),product

ANOVA a						
Model		Sum of Squares	df	Mean Square	F	Sig
1.	Regression	.165	1	.165	3.206	.076 b
	Residual	5.559	108	.051		
	Total	5.724	109			

a. Dependent Variable: services

b. Predictors:(Constant),product

Coefficients a						
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig
1.	(Constant)	3.575	.360		9.928	<.001
	Sales	.142	.080	.170	1.791	.076

a. Dependent Variable: service

Inference:

Since p value(0.76) we interpret that there is no significant difference between the product and services variables. We accept the Null hypothesis (H0)

4.3 Chi square test:

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Product*sales	110	100%	0	0.0%	110	100%

Promotional Activities is influence the customer to buy more out their products				
Count				
			Influence of buying	
			3.00	4.00
Promotional activities	4.00	2	2	4
	5.00	8	98	106
Total		10	100	110

Chi-Square Tests			
	Value	df	Asymptotic significance(2-sided)
Pearson Chi-square	8.406 a	1	.004
Continuity Correction b	4.054	1	.044
Likelihood Ratio	4.750	1	.029
Linear-by-Linear association	8.329	1	.004
No. of valid Cases	110		

Inference:

Since p value(.004) is less than 0.05 we interpret that there is no significant difference between the promotional activities and influence the customer to buy more of their products. We accept Null Hypothesis(H_0)

CHAPTER 5

FINDINGS SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:-

- ⦿ The majority of the respondents are from E.E.E department (26.4%)
- ⦿ From the above data the majority of the respondents are mostly purchase the internet of things(40%)
- ⦿ In the above interpretation says that the (73.7%) of the respondents are strongly agree that the product is easily accessible
- ⦿ And (59.1%) of the respondents are agree that the product is well improved than the previous time
- ⦿ (51.8%) of the respondents are agree that product quality is very satisfy for them
- ⦿ (52.8%) of the respondents are agree that the product performance is satisfy to them
- ⦿ In majority (59.1%) of the respondents are just satisfied for the warranty period for the product
- ⦿ (74.5%) of the respondents are Disagree that the price of the product is affects their purchase decision
- ⦿ (70%) of the respondents are agree that the company provides various discount and offers for them
- ⦿ (60.9%) of the respondents are strongly agree that the product is value for money
- ⦿ (65.4%) of the respondents are disagree for the price of the product is affects the product performance
- ⦿ (80.9%) of the respondents are strongly agree that the sales person maintain a proper attitude
- ⦿ (80%)of the respondents are agree that the company deliver the product on time
- ⦿ (59.1%) of the respondents are agree that the company provides a good customer support

- ⊙ Nearly (72.7%) of respondents are voted for 4th Scale rating for the product packing
- ⊙ Nearly (46.4%) of the respondents are voted for their services at 4th scale rating
- ⊙ Nearly (30%) of the respondents are known their product and services by Direct visit from the company
- ⊙ (0.9%) less than 1% of the respondents are known their product and services by newspapers
- ⊙ Nearly (96.3%) of the respondents are strongly agree that their promotional activities communicates the benefits of our products
- ⊙ (80%) of the respondents are voted that their will recommend the products for others
- ⊙ Nearly (72.7%) of the respondents are voted 4th scale rating for their promotional activities

5.2 SUGGESTION:-

- ⊙ E.E.E department are the most highly voted by the respondents. So, provide some new beneficial things to satisfy their needs and preference.
- ⊙ The most purchase of the product is Internet of things. So, improve that product features to satisfy their customer needs and preference.
- ⊙ Nearly (46.4%) of the respondents are voted for their services at 4th scale rating
So, that the company has to improve their services for the products and sales services
- ⊙ (0.9%) less than 1% of the respondents are known their product and services by newspapers. In that case the company has to do some promotional activities in the papers and magazines.
- ⊙ The company has to improve their customer support for their products and services
- ⊙ The company has to provide some compensation for the delay in the product deliver.
- ⊙ The company has to extend their warranty period for the product. So, that the customer will satisfy in the warranty period

5.3 CONCLUSION:

In that company has a diverse range of product and services that cater to a wide variety of industries. The company focus on innovation and quality has helped it to establish a strong presence in the market and its commitment to customer satisfaction has resulted in a loyal customer base. The company's service offerings, such as technical support and training, are highly valued by its customer and contribute significantly to the overall customer experience. The company has a well established product development process and an efficient supply chain management system that enables it to deliver high-quality products and services. The company still have a opportunities to expand its products into new markets like digital wise to enhance its digital marketing. The price of the product is an important factor that affects the customer's purchase decision. Thus the company needs to be careful while deciding the pricing strategy for its product/service. The study suggests that the company has been updating its product to meet the customer needs and preference. It is a positive sign as it shows that the company is focused on improving its product/service offerings to stay competitive in the market. The study indicates that the company offering good services can help in increasing the sales of the product

ANNEXURE 1 - QUESTIONNAIRE

- ⊙ Name of the college: _____
- ⊙ Department: E.E.E, E.C.E, E.I.E, M.E, I.C.E

PRODUCT

1. What kind of product do you purchase
 - ⊙ Internet of things
 - ⊙ Microprocessor & controller
 - ⊙ Power systems trainers
 - ⊙ PLC applications modules
 - ⊙ Power electronics trainers

	S.A	A	N	D.A	S.DA
Do you agree that the product quality is satisfy for you					
Do you agree that previous time to this time the product is well improved					
Do you agree that the product is easily accessible					
Did the product performance is satisfy for you					
Did the warranty period for the product is provide by the company is really satisfy for you					
Does the product faces any issues at sometimes					

PRICING

	S.A	A	N	D.A	S.DA
Do you agree that the pricing for the product is very affordable cost					
Did the price fixing for the products is really affects your purchase decision making					
Do you agree that the company provides various discount and offers to the product					
Do you think that the product is value for money					
Does the pricing is affects the product performance					

SERVICES

	S.A	A	N	D.A	S.DA
Did the service person maintain a proper attitude					
Did the company deliver your products on time					
Do you agree that the company provides better customer support					

In which scale will you rate our services

(Excellent) 5-----4-----3-----2-----1 (very bad)

In which scale will you rate their product packing

(Excellent) 5-----4-----3-----2-----1(very bad)

PROMOTIONAL

1.How did you know about our products and services

- ☐ Newspapers
- ☐ Internet
- ☐ Advertising
- ☐ Direct visit from company

2. Did our promotional activity communicate the benefits of our products and services

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

3. Do you agree that our promotional activities influences you to buy more out of our products

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

4. Do you recommended our products to others

- ☐ Highly recommended
- ☐ Recommended
- ☐ Neutral
- ☐ Not recommended
- ☐ Highly not recommended

Give me some suggestions to improve our product and services

ANNEXURE 2 – REFERENCES

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